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**FACTORS INFLUENCING THE INTENTION OF INBOUND
MUSLIM TRAVELLERS TO REVISIT MALAYSIA**



INTAN SHAFINA SUID

Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
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**FACTORS INFLUENCING THE INTENTION OF INBOUND
MUSLIM TRAVELLERS TO REVISIT MALAYSIA**



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UUM
Universiti Utara Malaysia

**A Thesis submitted to the Ghazali Shafie Graduate School of Government in
fulfilment of the requirements for the Doctor of Philosophy Universiti Utara
Malaysia**



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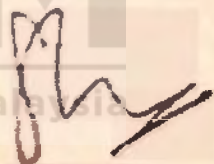
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ABSTRACT

Research on Islamic tourism has often been described as a new research direction, particularly in the area of Muslim travellers revisit intention to certain tourism destination. This study aims to investigate the factors influencing inbound Muslim travellers' revisit intention to Malaysia. Five variables have been tested as the factors influencing revisit intention which consist of attitude towards Islamic attributes of destination, attitude towards destination attributes, subjective norms, perceived behavioral control and tourist satisfaction. The mediating effect of tourist satisfaction between the variables and inbound Muslim travellers' revisit intentions have also been tested. Although past researchers have investigated the influence of these variables on revisit intentions, only a few researchers discovered the effect of tourist satisfaction as a mediator between the variables and revisit intention in the context of inbound Muslim travellers. The model of this study was developed based on the Theory of Planned Behavior and Islamic attributes of destination as well as destination attributes. The study employed multistage sampling and the data was analysed using Statistical Package for Social Sciences. The results indicate that attitude towards destination attributes (attraction), attitude towards Islamic attributes of destination (worship facilities), subjective norms, perceived behavioral control and tourist satisfaction are the factors of inbound Muslim travellers' revisit intentions to Malaysia. Further, it is seen that tourist satisfaction mediates between the factors and revisit intention. Consequently, the current findings have further strengthened the theory on Theory of Planned Behavior, Islamic attributes of destination, destination attributes and related literature. This study also put forth recommendations for tourism practitioners regarding the best approaches in encouraging inbound Muslim travellers' revisit intentions to Malaysia by using the factors of revisit intention. It would be interesting to incorporate into future research other variables which may contribute to strengthening the theory besides providing the management the know-how for better-informed decisions.

Keywords: Islamic Tourism, Revisit Intention, Islamic Attributes of Destination, Destination Attributes and Tourist Satisfaction

ABSTRAK

Penyelidikan dalam konteks pelancongan Islam dianggap masih baharu terutamanya dari segi kajian terhadap kunjungan semula pelancong Muslim ke sesebuah destinasi pelancongan. Justeru, kajian ini telah dijalankan untuk mengenal pasti faktor-faktor yang mendorong untuk kembali melancong ke Malaysia. Terdapat lima pembolehubah yang telah diuji sebagai faktor yang membawa kepada niat untuk kembali melancong ke destinasi. Pembolehubah tersebut adalah sikap terhadap ciri-ciri Islam di sesebuah destinasi, sikap terhadap ciri-ciri sesebuah destinasi, norma subjektif, kawalan terhadap tingkah laku dan kepuasan pelancong. Selain itu, kesan kepuasan pelancong sebagai perantara di antara penyumbang dan niat untuk kembali melancong oleh pelancong Muslim turut diuji. Walaupun terdapat penyelidikan sebelum ini yang telah mengenal pasti faktor-faktor mengenai niat untuk kembali melancong, hanya segelintir penyelidik yang mengkaji kesan kepuasan pelancong sebagai perantara di antara pembolehubah dan niat untuk kembali melancong terutamanya dalam konteks pelancong Muslim. Sehubungan itu, model kajian ini telah dibangunkan berdasarkan *Theory of Planned Behavior* bersama dengan model ciri-ciri Islam sesebuah destinasi dan model ciri-ciri destinasi. Kajian ini menggunakan pensampelan pelbagai peringkat dan dianalisis menggunakan *Statistical Package for Social Sciences*. Dapatan kajian menunjukkan bahawa sikap terhadap ciri-ciri destinasi (daya tarikan), sikap terhadap ciri-ciri Islam sesebuah destinasi (kemudahan-kemudahan untuk beribadat), norma subjektif, kawalan terhadap tingkah laku, dan kepuasan pelancong mempunyai pengaruh yang signifikan dan berhubungan positif terhadap niat untuk kembali melancong. Selain itu, kepuasan pelancong bertindak sebagai perantara yang mempengaruhi hubungan antara pembolehubah dan niat pelancong Islam untuk kembali melancong ke Malaysia. Penemuan kajian ini memperkukuhkan lagi *Theory of Planned Behavior* berserta model ciri-ciri Islam sesebuah destinasi, model ciri-ciri destinasi dan menyumbang kepada literatur yang berkaitan. Berdasarkan dapatan kajian ini, beberapa cadangan boleh dikemukakan kepada pengamal pelancongan bagi menarik lebih ramai pelancong Muslim ke Malaysia dengan berpandukan faktor-faktor yang menyumbang kepada niat untuk kembali melancong. Di samping itu, pembolehubah lain yang boleh menyumbang kepada teori yang digunakan juga dicadang agar dapat dimasukkan dalam penyelidikan akan datang supaya pengetahuan yang diperolehi daripada kajian ini dapat dikembangkan lagi pada masa hadapan.

Kata kunci: Pelancongan Islam, Niat Kembali Semula untuk Melancong, Ciri-ciri Islam Sesebuah Destinasi, Ciri-ciri Destinasi dan Kepuasan Pelancong

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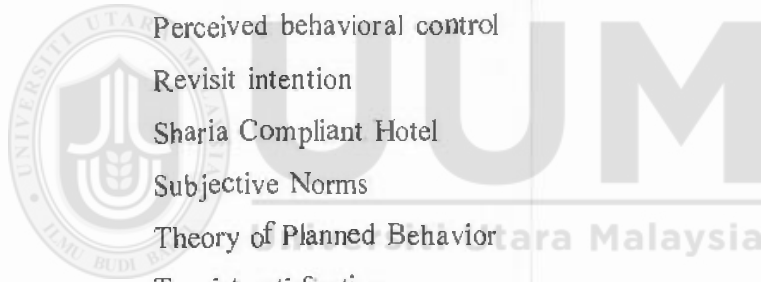
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LIST OF ABBREVIATONS

ADA	Attitude toward destination attributes
AIA	Attitude toward Islamic attributes of destination
DEL	Destination loyalty
GCC	Gulf Cooperation Council
IMT	Inbound Muslim travellers
ITC	Islamic Tourism Center
JAKIM	Jabatan Kemajuan Islam Malaysia
MOTAC	Ministry of Tourism and Culture
NAT	Norm Activation Theory
OIC	Organisation of the Islamic Conference
OTS	Overall tourist satisfaction
PBC	Perceived behavioral control
RI	Revisit intention
SCH	Sharia Compliant Hotel
SN	Subjective Norms
TPB	Theory of Planned Behavior
TS	Tourist satisfaction
WTO	World Tourism Organisation



CHAPTER ONE

INTRODUCTION

1.1 Chapter Overview

This chapter discusses the overview of global tourism and the factors that have led to the emergence of Islamic tourism in Malaysia. It begins with issues related to Muslim travellers' movement and its significance to the global tourism industry. Discussion highlighting the importance of tourist's revisit intention to a particular country follows next. This discussion explains briefly in general the practitioners' and theoretical issues involved in revisit intention studies with the focus on Malaysian context. The chapter next proceeds with the statements of problem, research objectives, research questions, significance of study, scope of the study and operational definitions. The last part of this chapter presents this chapter's summary and introduces the chapters that follow next. The words 'traveller' and 'tourist' are used interchangeably in this study from the early chapter until the last chapter to describe a person who is involved in travelling activities.

1.2 Background

Tourism is widely accepted as one of the major sources of economic growth in most countries in the world. They acknowledge the economic advantages brought by tourism and steps have been taken to increase the number of visitors (Foggia & Pizzurno, 2012; Otto & Ritchie, 1996). The visitors' expenditures and multiplier effects generate income because, in general, visitors spend money on food,

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APPENDICES

APPENDIX 1:

Survey Questionnaire

 UUM COLGIS College of Law, Government and International Studies
<p><i>A survey on</i></p> <p>FACTORS INFLUENCING INBOUND MUSLIM TRAVELLERS' REVISIT INTENTION TO MALAYSIA</p>
<p>The purpose of this study is to assess factors that may influence your revisit to Malaysia for next trip. Findings of this study are expected to benefit local authorities and related organisation in upgrading tourism product and services. Therefore, you are invited to participate in this study and your contribution will be valuable and much appreciated. Please read carefully all instructions pertaining to seven sections in this questionnaire. Kindly write or mark your responses for questions that are relevant to you. Further instructions will be given to you at the relevant sections.</p> <p>Your frank answer for every question is most appreciated. All responses provided will be treated with strict confidentiality and will be used for this academic research only. Thank you very much in advance for your cooperation.</p>
<p><i>Contact:</i></p> <p>INTAN SHAFINA SUID School of Tourism, Hospitality and Environment Management College of Law, Government and International Studies Universiti Utara Malaysia 06010 Sintok, Kedah</p> <p>Tel: 017-4747740 E-mail: shafina_75@yahoo.com</p>

SECTION A: DEMOGRAPHICS AND TRAVEL CHARACTERISTICS

INSTRUCTION:

Please tick(/) at appropriate box and fill in the blanks.

1. Your Gender: Male [] Female []

2. Your age:

Below 20 years old	[]	46- 50 years old	[]
21 - 25 years old	[]	51-55 years old	[]
26 - 30 years old	[]	56- 60 years old	[]
31- 35 years old	[]	61-65 years old	[]
36 - 40 years old	[]	66-70 years old	[]
41- 45 years old	[]	Above 71 years old	[]

3. Marital status:

Married	[]	Divorced	[]
Single	[]	Widowed	[]

4. Nationality : _____

5. Occupation:

Government employee	[]	Retiree	[]
Private sector employee	[]	House wife	[]
Business owner	[]	Student	[]
Self employed	[]	Others, please specify: _____	

6. Monthly Income: _____

< \$1000	[]	\$7,001 – \$9,000	[]
\$1,000 - \$3000	[]	\$9,001 – \$10,000	[]
\$3,001 – \$5,000	[]	\$10,001 – \$12,000	[]
\$5,001 – \$7,000	[]	> \$12,000	[]

7. Educational Background:

Doctor of Philosophy	[]	Diploma	[]
Master's Degree	[]	Certificate	[]
Bachelor's Degree	[]	Secondary school	[]
Others, please specify: _____			

8. Length of stay:

3 night	[]	7 nights	[]
4 nights	[]	8 nights	[]
5 nights	[]	9 nights	[]
6 nights	[]	More than 10 nights, please specify: _____	

9. Are you using any package tour for this trip? Yes [] No []

10. If yes, please state types of packages used and you may choose more than one answer.

Adventure tours	[]	Group tours	[]
City or regional tours	[]	Guided tour.	[]
Others, please specify: _____			

For questions no.11 - 16, you may choose more than one relevant answer.

11. Travel companion/s:

Alone	[]	With friends	[]
With my spouse	[]	With business associates	[]
With my family	[]	With a tour group	[]
With relatives	[]	Others, please specify: _____	

12. Source of information about Malaysia:

Previous trip(s)	[]	Travel guidebook	[]
Internet	[]	Tourist information centre	[]
Brochures	[]	Travel expo/exhibition	[]
Word of mouth	[]	Travel agency	[]
Friend and relative	[]	Others, please specify: _____	

13. Transportation within Malaysia:

Air travel (premium airline(s))	[]	Bus/Coach	[]
Air travel (low cost airline(s))	[]	Train	[]
Private vehicle	[]	Taxi	[]
Rented vehicle	[]	Cruise ship	[]
Others, please specify: _____			

14. Type of accommodation:

High range hotel/resort (4-5 star)	[]	Serviced apartment/condominium	[]
Mid-range hotel/resort (3 star)	[]	Guest house	[]
Low cost hotel/resort (1-2 star)	[]	Home stay	[]
Others, please specify: _____			

15. Main activities undertaken during the trip:

Shopping	[]	Attending concerts, shows and plays	[]
Sightseeing	[]	Visiting natural or man-made sites	[]
Cruising	[]	Fine dining	[]
Attending cultural events	[]	Participating in professional sports activities	[]
Others, please specify: _____			

16. Is this your first visit to Malaysia? Yes [] No []

17. If no, when was your last visit to Malaysia? Please specify: _____.

18. Number of visits for the past five years:

2 - 3 times	[]	7 - 8 times	[]
4 - 5 times	[]	9 - 10 times	[]
6 - 7 times	[]	More than 10 times, please specify: _____	

INSTRUCTION:

Section B until **Section E** use below numerical scale. Please read the questions carefully. You are free to indicate your response between one (1) *Strongly Disagree* and seven (7) *Strongly Agree*.

Very Strongly Disagree	1	2	3	4	5	6	7	Very Strongly Agree
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SECTION B: ISLAMIC ATTRIBUTES OF DESTINATION							
<i>Based on scale of 1 to 7 (1=Strongly disagree;7=Strongly agree), please circle the best answer for the following statements that will influence you to revisit Malaysia in the future.</i>							
1	Availability of Mosque (place of worship).	1	2	3	4	5	6 7
2	Availability of prayer facilities.	1	2	3	4	5	6 7
3	Presence of publicly audible pronouncement of Azan to indicate prayer time.	1	2	3	4	5	6 7
4	Placement of Qibla direction (Qibla stickers/direction point towards Mecca) in your hotel room.	1	2	3	4	5	6 7
5	Provision of a copy of the Holy Qur'an in hotel room	1	2	3	4	5	6 7
6	Availability of water supply for ablution in bath room.	1	2	3	4	5	6 7
7	Availability of wash facility in bath room.	1	2	3	4	5	6 7
8	Availability of halal food.	1	2	3	4	5	6 7
9	Availability of separated halal kitchen in hotels and restaurants.	1	2	3	4	5	6 7
10	Availability of separated area for men and women at beaches.	1	2	3	4	5	6 7
11	Availability of separated swimming pools for men and women.	1	2	3	4	5	6 7
12	Availability of separated gymnasium for men and women.	1	2	3	4	5	6 7
13	Observation of Islamic dress code by hotel staff.	1	2	3	4	5	6 7
14	Observation of Islamic dress code by restaurant staff.	1	2	3	4	5	6 7
15	Community Islamic dress code practices (e.g. Hijab) at public places.	1	2	3	4	5	6 7
16	Banning of prostitution by the authority.	1	2	3	4	5	6 7
17	Banning by the authority of indecent display of affection between non related male and female at public places (such as kissing, etc.)	1	2	3	4	5	6 7
18	Censorship by the authority of adult scenes in movies shown on TV/ cinema.	1	2	3	4	5	6 7
19	Banning of alcoholic drinks by the authority at public places (such as tourism sites, hotels, parks.)	1	2	3	4	5	6 7
20	Banning of gambling activities by the authority at public places (such as tourism sites, hotels, parks.)	1	2	3	4	5	6 7

SECTION C: DESTINATION ATTRIBUTES

Based on scale of 1 to 7 (1=Strongly disagree; 7=Strongly agree), please circle the best answer for the following statements that will influence you to revisit Malaysia in the future.

1	Malaysia offers varieties of tourist attractions.	1	2	3	4	5	6	7
2	Malaysia has very nice sceneries.	1	2	3	4	5	6	7
3	Malaysia has unique customs and culture.	1	2	3	4	5	6	7
4	Malaysia has great shopping centres (malls).	1	2	3	4	5	6	7
5	The price of goods offered in Malaysia.	1	2	3	4	5	6	7
6	The type of product purchase in Malaysia.	1	2	3	4	5	6	7
7	The quality product purchase in Malaysia.	1	2	3	4	5	6	7
8	Malaysia offers variety of eating places.	1	2	3	4	5	6	7
9	Malaysia offers variety types of food.	1	2	3	4	5	6	7
10	The food price in Malaysia.	1	2	3	4	5	6	7
11	The tourism facilities in Malaysia.	1	2	3	4	5	6	7
12	The services in hotels and rest houses.	1	2	3	4	5	6	7
13	The rates of accommodations in Malaysia.	1	2	3	4	5	6	7
14	Public transport services in Malaysia.	1	2	3	4	5	6	7
15	Public transport price Malaysia.	1	2	3	4	5	6	7
16	Malaysia is a safe place to travel.	1	2	3	4	5	6	7
17	Malaysia has suitable environment for travel.	1	2	3	4	5	6	7
18	Most attractions in Malaysia have good hygiene and sanitation.	1	2	3	4	5	6	7
19	The attitude of local people towards tourists.	1	2	3	4	5	6	7
20	The hospitality service providers (tour guides/ hotel/ restaurant staff) in Malaysia.	1	2	3	4	5	6	7

SECTION D: REFERENCE GROUPS

Based on scale of 1 to 7 (1=Strongly disagree;7=Strongly agree), please circle the best answer for the following statements of most people who are important to you (spouse, family members and co-worker) that may influence you to revisit Malaysia in the future.

1	Most people who are important to me, think I should revisit Malaysia.	1 2 3 4 5 6 7
2	Most people who are important to me, would want me to revisit Malaysia.	1 2 3 4 5 6 7
3	People whose opinion I value would prefer that I revisit Malaysia.	1 2 3 4 5 6 7
4	Most people who are important to me are likely to expect me to revisit Malaysia.	1 2 3 4 5 6 7
5	People whose opinion I value would approve my decision to revisit Malaysia.	1 2 3 4 5 6 7
6	I am looking forward to revisit Malaysia as suggested by most people who are important to me.	1 2 3 4 5 6 7

SECTION E: PERSONAL CONTROL

Based on scale of 1 to 7 (1=Strongly disagree;7=Strongly agree), please circle the best answer for the following statements that will influence you to revisit Malaysia in the future.

1	Whether or not I revisit Malaysia is completely up to me.	1 2 3 4 5 6 7
2	I am confident that if I want, I can revisit Malaysia.	1 2 3 4 5 6 7
3	I have resources (e.g. money, accessibility) to revisit Malaysia.	1 2 3 4 5 6 7
4	I have time to revisit Malaysia.	1 2 3 4 5 6 7
5	I have opportunities to revisit Malaysia.	1 2 3 4 5 6 7
6	Revisit Malaysia for next trip will be my priority.	1 2 3 4 5 6 7

SECTION F: SATISFACTION

Based on scale of 1 to 7 (1=Strongly disagree;7=Strongly agree), please circle the best answer for your satisfaction of having a trip in Malaysia.

1	I have enjoyed myself during the holidays in Malaysia.	1	2	3	4	5	6	7
2	I am positive about coming to Malaysia.	1	2	3	4	5	6	7
3	I did the right thing when I visit Malaysia.	1	2	3	4	5	6	7
4	My choice to visit Malaysia was a wise one.	1	2	3	4	5	6	7
5	I was delighted with this destination.	1	2	3	4	5	6	7
6	Visiting Malaysia is exceeded my expectations.	1	2	3	4	5	6	7
7	It gives me a sense of joy that I have decided to come to Malaysia	1	2	3	4	5	6	7

SECTION G: REVISIT

Based on scale of 1 to 7 (1=Strongly disagree;7=Strongly agree), please circle the best answer for your intention to revisit Malaysia in the future.

1	I will revisit Malaysia, if I have a choice.	1	2	3	4	5	6	7
2	I will revisit Malaysia in the future.	1	2	3	4	5	6	7
3	I will return to Malaysia in the next 5 years.	1	2	3	4	5	6	7

I sincerely appreciate your time and cooperation. Thank you for your participation in this study.

APPENDIX 2:

Estimated Muslim Tourist Arrivals to Malaysia

REGION	NO	COUNTRIES	2016	TOTAL
SOUTHEAST ASIA	1	Singapore	1,926,682	4,460,318
	2	Brunei Darussalam	745,879	
	3	Indonesia	1,596,567	
	4	Thailand	161,228	
	5	Vietnam	459	
	6	Cambodia	1,201	
	7	Philippines	28,301	
EAST ASIA	8	China	30,189	31,798
	9	Taiwan	283	
	10	South Korea	842	
	11	Japan	484	
SOUTH ASIA	12	Bangladesh	133,025	313,974
	13	India	105,433	
	14	Nepal	3,913	
	15	Sri Lanka	4,980	
	16	Pakistan	66,624	
WEST ASIA	17	Saudi Arabia	96,861	261,423
	18	UAE	11,984	
	19	Oman	28,006	
	20	Iraq	17,942	
	21	Egypt	24,278	
	22	Turkey	15,179	
	23	Kuwait	2,300	
	24	Iran	64,871	
EUROPE	25	France	11,361	60,235
	26	Germany	7,246	
	27	Russia	6,466	
	28	Sweden	1,744	
	29	Switzerland	1,407	
	30	Netherland	4,652	
	31	Belgium	752	
	32	Spain	844	
	33	Norway	3,971	
	34	Ireland	205	
	35	Italy	1,351	
	36	Denmark	989	
	37	United Kingdom	19,249	
OTHERS	38	United States	1,902	25,200
	39	Canada	2,228	
	40	Australia	9,252	
	41	New Zealand	548	
	42	South Africa	309	
	43	Uzbekistan	2,270	
	44	Kazakhstan	8,691	
TOTAL				5,527,142

Source: Islamic Tourism Center (2017)

APPENDIX 3

The Respondents' Origin Country

Region	Origin Country	Noof Respondents	Total Number of Respondents by Region
SOUTHEAST ASIA	Brunei Darussalam	5	100
	Indonesia	84	
	Myanmar	1	
	Singapore	8	
	Thailand	1	
	Vietnam	1	
EAST ASIA	China	89	100
	Hong Kong	3	
	Japan	2	
	South Korea	4	
	Taiwan	2	
SOUTH ASIA	Bangladesh	22	100
	India	37	
	Pakistan	41	
WEST ASIA	Egypt	8	100
	Iraq	15	
	Jordan	8	
	Libya	3	
	Oman	19	
	Palestine	7	
	Saudi Arabia	29	
	Syria	7	
	Turkey	1	
	UAE	3	
EUROPE	Austria	1	100
	Belgium	3	
	Bulgaria	1	
	Denmark	3	
	France	32	
	Germany	1	
	Holland	1	
	Italy	1	
	Netherlands	2	
	Russia	2	
	Scotland	1	
	Spain	14	
	Switzerland	1	
	United Kingdom	35	
	Wales	2	
OTHERS	Algeria	2	100
	Australia	12	
	Brazil	1	
	Djibouti	1	
	Kazakhstan	3	
	Morocco	3	
	New Zealand	3	
	Nigeria	4	
	Somalia	6	
	South Africa	9	
	Sudan	39	
	Tunisia	4	
	United States	4	
	Uzbekistan	9	
TOTAL			600



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